



Connecticut's Official Health Insurance Marketplace

EVALUATOR RATING SHEET
Graphic Design and Print Production RFP

Date: _____

Vendor Name: _____

Evaluator Signature: _____

INSTRUCTIONS:

At the end of each vendor presentation, the evaluator must complete the following evaluation rating sheet, sign and date above, and return both sheets to the Official Contact.

The Evaluator must assess each section of the rating components below to determine to what extent the information provided exceeds, meets, somewhat meets or does not meet project deliverables. Each section of the evaluation sheet corresponds to information requested in the written RFP process, as well as information presented during the in-person vendor presentations.

Evaluators will assign a rating (point values for each criterion) based on their assessment. The maximum points allowed for each criterion are listed.

EVALUATION RATING SHEET

Graphic Design and Print Production RFP

SECTION	DESCRIPTION	MAX POINTS	RATING
A	Background and qualifications This includes, but is not limited to: <ul style="list-style-type: none"> • Summary of past projects which provide evidence of being able to successfully perform this work • Experience in healthcare and health insurance • Examples of work with marketing to diverse and/or hard-to-reach populations • Agency staffing plans 	20	
B	Creativity of Approach This includes, but is not limited to: <ul style="list-style-type: none"> • Style and tone of brand refresh • Brand cohesion and cultural relevance of suggested changes to different AHCT audiences • Strategy for assembling a well-rounded set of consumer materials 	50	
D	Cost Proposal This includes, but is not limited to: <ul style="list-style-type: none"> • Quality of the narrative supporting cost proposed • How competitive cost is 	30	
Total Score		100	